

Message Text

UNCLASSIFIED

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ACTION ARA-14

INFO OCT-01 EB-07 ISO-00 /022 W
-----036492 220715Z /14

R 212235Z JUN 77
FM AMEMBASSY MEXICO
TO USDOC WASHDC
INFO SECSTATE WASHDC 2996
AMCONSUL BELIZE
AMEMBASSY BOGOTA
AMCONSUL CALI
AMEMBASSY CARACAS
AMCONSUL GUADALAJARA
AMEMBASSY GUATEMALA
AMCONSUL GUAYAQUIL
AMCONSUL HERMOSILLO
AMEMBASSY MANAGUA
AMCONSUL MARACAIBO
AMCONSUL MEDELLIN
AMCONSUL MONTERREY
AMEMBASSY PANAMA
AMEMBASSY QUITO
AMEMBASSY SAN JOSE
RUESALXAMEMBASSY SAN SALVADOR 1866
AMEMBASSY TEGUCIGALPA
ALL OTHER CONSULATES IN MEXICO (BY POUCH)

UNCLAS SECTION 1 OF 2 MEXICO 10245

FOR STERLING OIM

E.O. 11652:N/A
TAGS: BEXP,MX
SUBJECT: END OF SHOW REPORT: RAILROAD ADVANCES SEMINAR &
EXH. - MF/BSP

1. NAME OF EVENT: RAILROAD ADVANCES SEMINAR & EXH., MF/BSP
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2. PLACE & DATES: U.S. TRADE CENTER, MEXICO CITY, JUNE 14-
16, 1977.
3. PARTICIPANTS: 18 (NTM-1, OTM-17)
3A. EXHIBITORS: 22 (NTM-1, OTM-21)
4. FLOOR SALES AT EXHIBITION, INCLUDING DOLLAR VALUE OF
MERCHANDISE TURNED OVER TO AGENTS & DISTRIBUTORS: NONE,
(NTM-0, OTM-0)

5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS AS
RESULT OF THIS EXHIBITION: \$3,525,000, (NTM-\$60,000,
OTM-\$3,465,000)

6. COMPANIES SEEKING REPS.: NONE

7. REPS. SIGNED: NA

8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: NA

8A. LEADS: NA

9. COMPANIES SEEKING JOINT VENTURES OR LICENSEES: NONE

10. JOINT VENTURES OR LICENSEES SIGNED: NA

10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED
DURING NEXT 12 MONTHS: NONE

10B. LEADS: NA

11. SALES LEADS: 41, (NTM-8, OTM-333

12. REGISTERED ATTENDANCE: 232

13. MARKETING OBJECTIVES SUMMARY:

A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 16
(NTM-1, OTM-15)

B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVES:
1, (NTM-0, OTM-1)

C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVES:
1, (NTM-0, OTM-1)

14. COMMENTS:

A. THIS WAS THIRD ANNUAL SEMINAR HELD FOR BENEFIT OF MEXI-
CAN NATIONAL RAILWAYS (N DE M). EVENT WAS SCHEDULED AT
REQUEST OF N DE M. SALES AND ATTENDANCE ARE, HOWEVER, POOR
REFLECTION OF WORTH OF EVENT. GREAT MAJORITY OF EXHIBITORS
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LOOK ON THIS AS UNIQUE OPPORTUNITY TO PRESENT PRODUCTS AND
SERVICES IN INFORMAL ATMOSPHERE OF SEMINAR AND TO FOLLOW-UP
WITH A CONVIVIAL CHAT WITH N DE M OFFICIALS DURING NIGHTLY
RECEPTIONS ON EXHIBITION FLOOR. AS SUCH, EVENT WAS
REASONABLY SUCCESSFUL, WITH ALL BUT TWO EXHIBITORS REPORT-
ING FULL ACHIEVEMENT OF PRIMARY MARKETING OBJECTIVES.
RAILROAD EQUIPMENT PURCHASES ARE, EVEN UNDER NORMAL
CIRCUMSTANCES, MADE ON LONG TERMS BASIS AND IT CAN TAKE
YEARS FROM INCEPTION OF NEGOTIATIONS TO CLOSING OF A DEAL.
DEVALUATION OF MEXICAN PESO HAS EFFECTIVELY CUT N DE M
PURCHASING BUDGET IN HALF, MAKING EVEN ROUTINE PURCHASE OF
SPARES FOR MAINTENANCE DIFFICULT.

B. IN ADDITION TO N DE M OFFICIALS, GREAT EFFORTS WERE MADE
THIS YEAR TO ATTRACT OTHER MAJOR USERS OF RAILROAD EQUIP.
SUCH FIRMS AS ALTOS HORNOS DE MEXICO, S.A., SICARTSA, PETRO
LEOS MEXICANOS AND LARGER VEHICLE MANUFACTURERS
OPERATE THEIR OWN RAILYARDS AND USE CONSIDERABLE AMOUNTS OF
EQUIP. OTHER EQUIP. WHICH HAS NON-RAILROAD APPLICATIONS,
SUCH AS WEIGHING SYSTEMS, WAS ALSO ATTRACTIVE TO CERTAIN
OTHER INDUSTRIES. ABOUT THIRD OF TOTAL ATTENDANCE WAS
REPRESENTED BY NON-N DE M RAILROAD EQUIP. USERS, AND MOST
OF THE REMAINING NON-N DE M ATTENDEES CAME TO INVESTIGATE

EQUIP. ON EXHIBITION FOR OTHER THAN RAILROAD USES.
WE HAD LARGELY A HAND-PICKED AUDIENCE DESIGNATED
SPECIFICALLY BY N DE M WITH SEMINAR TOPICS SIMILARLY
SPECIFIED BY THE RAILROAD AUTHORITY. THUS THE EVENT SERVED
WELL ITS INTENDED PURPOSE.

C. WE WERE PLEASED TO WELCOME RAILROAD OFFICIALS FROM

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ACTION SCS-05

INFO OCT-01 ARA-14 ISO-00 SCA-01 DHA-02 L-03 H-02
CIAE-00 DODE-00 INR-07 NSAE-00 PA-02 USIA-15
PRS-01 SP-02 /055 W
-----036257 220407Z /10

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FM AMEMBASSY MEXICO
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INFO SECSTATE WASHDC 2997
AMCONSUL BELIZE
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ALL OTHER CONSULATES IN MEXICO (BY POUCH)

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EL SALVADOR, HONDURAS AND VENEZUELA IN ADDITION TO OUR
MEXICAN GUESTS. THESE THIRD COUNTRY VISITORS GOT AROUND TO
TALK ALL EXHIBITORS AS WELL AS ATTEND SEMINAR, MAKING THE
EVENT JUST THAT MUCH MORE WORTHWHILE FOR PARTICIPANTS.

MEXICAN ATTENDANCE FROM OUTSIDE MEXICO CITY WAS SPARSE,
AND INCLUDED ONLY TWO PERSONS FROM GUADALAJARA AND ONE
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EACH FROM PUEBLA AND VERACRUZ.

D. ANNUAL RAILROAD SEMINARS ARE PROBABLY TOO FREQUENT.
EVEN THOUGH DIRECTOR OF N DE M HAS ASKED US TO DO IT AGAIN
NEXT YEAR, WE PLAN TO SKIP 1978 AND HOLD NEXT RAILROAD
EVENT IN 1979. WE HOPE THAT BY THEN N DE M'S FINANCES WILL
HAVE IMPROVED AND THAT ENOUGH NEW DEVELOPMENTS WILL HAVE
OCCURED IN RAILROAD EQUIPMENT TO MAKE SEMINAR A BIT MORE
INTERESTING AND EVENT MORE ATTRACTIVE TO POTENTIAL EXHIBI-
TORS.THOMPSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
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Expiration:
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From: MEXICO
Handling Restrictions: n/a
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Office: ACTION ARA
Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Event:
Review Exemptions: n/a
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Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2083653
Secure: OPEN
Status: NATIVE
Subject: END OF SHOW REPORT: RAILROAD ADVANCES SEMINAR & EXH. - MF/BSP
TAGS: BEXP, MX
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/3a4d6479-c288-dd11-92da-001cc4696bcc
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